

ORDER



KSNV

Orders	Order / Rev:	103615	 KS NV HD
	Alt Order #:	06830030	
	Product Desc:	BERKLEY FOR SENATE	
	Estimate:	30S	
	Flight Dates:	10/09/12 - 10/15/12	
	Original Date / Rev:	06/27/12 / 10/09/12	
	Order Type:	GENERAL	
Agency	Primary AE:	Amy McCreary	
	Sales Office:	BLPHI	
	Sales Region:	National	
	Name:	Shorr Johnson Magnus	
	Buying Contact:		
	Billing Contact:		
	1831 Chestnut St.	Cash	
Philadelphia, PA 19103	Broadcast		
Billing Type:	EOM/EOC		
Billing Calendar:	15%		
Billing Cycle:	Agency Commission:		
Advertiser	Name:	Berkley, Shelley for Senate - Revised	
	Demographic:	A25-54	
	Product Codes:	PLC01	
	Priority:	SELECT PRIORITY CODE	
	Revenue Codes:	POLITICAL/AGY, PCAN, GEN	
	New Business Thru:		
	Order Separation:	00:05:00	
Advertiser External ID:			
Agency External ID:			

Bill Plan

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	20%	\$43,975.00
Market	100%	\$219,875.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$70,360.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$46,173.75
KTUD	0%	\$0.00
KVVU	25%	\$54,968.75
KWWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	2%	\$4,397.50

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Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
Product Desc: BERKLEY FOR SENATE
Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
E 1	KSNV	10/09/12	10/12/12	Wake Up Early w/ Wagn@M Wake Up Early Wagners		430a-5a	-TWT---	:30	4	\$50.003	0.00	NM		4	\$200.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWT---		4				\$50.00	0.00					
E 2	KSNV	10/15/12	10/15/12	Wake Up Early w/ Wagn@M Wake Up Early Wagners		430a-5a	M-----	:30	1	\$50.003	0.00	NM		1	\$50.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1				\$50.00	0.00					
E 3	KSNV	10/15/12	10/15/12	M-F 5-6a WakeUp w/Wag@M M-F 5-6a WakeUp w/Wagners		5-6a	M-----	:30	1	\$200.003	0.00	NM		1	\$200.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1				\$200.00	0.00					
E 4	KSNV	10/09/12	10/12/12	M-F 5-6a WakeUp w/Wag@M M-F 5-6a WakeUp w/Wagners		5-6a	-TWTF--	:30	4	\$200.003	0.00	NM		4	\$800.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		4				\$200.00	0.00					
E 5	KSNV	10/09/12	10/12/12	M-F 6-7a WakeUp w/Wag@M M-F 6-7a WakeUp w/Wagners		6-7a	-TWTF--	:30	8	\$300.003	0.00	NM		8	\$2,400.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		8				\$300.00	0.00					
E 6	KSNV	10/15/12	10/15/12	M-F 6-7a WakeUp w/Wag@M M-F 6-7a WakeUp w/Wagners		6-7a	M-----	:30	2	\$300.003	0.00	NM		2	\$600.00	
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		2				\$300.00	0.00					
E 7	KSNV	10/15/12	10/15/12	Today Show Today Show		CM	658a-9am	M-----	:30	3	\$400.003	0.00	NM		3	\$1,200.00
TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		3				\$400.00	0.00					
E 8	KSNV	10/09/12	10/12/12	Today Show Today Show		CM	658a-9am	-TWTF--	:30	12	\$400.003	0.00	NM		12	\$4,800.00
TODAY																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		12				\$400.00	0.00					
E 9	KSNV	10/09/12	10/12/12	Noon News Noon News		CM	12-1230pm	-TWTF--	:30	4	\$175.003	0.00	NM		4	\$700.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		4				\$175.00	0.00					
E 10	KSNV	10/15/12	10/15/12	Noon News Noon News		CM	12-1230pm	M-----	:30	1	\$175.003	0.00	NM		1	\$175.00
NEWS																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1				\$175.00	0.00					
E 13	KSNV	10/09/12	10/12/12	Dr. Phil Dr Phil		CM	3-4p	-TWTF--	:30	4	\$200.003	0.00	NM		4	\$800.00
PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
		Week: 10/08/12	10/14/12	-TWTF--		4				\$200.00	0.00					
E 14	KSNV	10/15/12	10/15/12	Dr. Phil Dr Phil		CM	3-4p	M-----	:30	1	\$200.003	0.00	NM		1	\$200.00
PHIL																
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>	<u>Rating</u>					
		Week: 10/15/12	10/21/12	M-----		1				\$200.00	0.00					
E 15	KSNV	10/15/12	10/15/12			CM	4-5pm	M-----	:30	1	\$300.003	0.00	NM		1	\$300.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 26	KSNV	10/13/12	10/13/12	Weekend Jeopardy/WheGM WKND Jeop/Wheel		630-730pm	-----S--	:30	2	\$250.003	0.00	NM		2	\$500.00
JEP/WHEEL															
E 27	KSNV	10/14/12	10/14/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	1	\$600.003	0.00	NM		1	\$600.00
NEWS AFTER NFL IN PRIME															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
				Week: 10/08/12	10/14/12	-----S		1		\$600.00		0.00			
E 28	KSNV	10/12/12	10/12/12	Fri PR 9-10p Friday Prime 9-10pm	CM	9-10pm	-----F--	:30	1	\$1,000.003	0.00	NM		1	\$1,000.00
GRIMM															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
				Week: 10/08/12	10/14/12	----F--		1		\$1,000.00		0.00			
E 29	KSNV	10/12/12	10/12/12	Fri PR 8-9p Friday Prime 8-9pm	CM	8-9pm	-----F--	:30	1	\$750.003	0.00	NM		1	\$750.00
WHIT/COMM															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
				Week: 10/08/12	10/14/12	----F--		1		\$750.00		0.00			
E 30	KSNV	10/10/12	10/10/12	Wed PR 9-10p Wednesday Prime 9-10pm	CM	9-10pm	--W----	:30	1	\$1,700.003	0.00	NM		1	\$1,700.00
SVU															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
				Week: 10/08/12	10/14/12	--W----		1		\$1,700.00		0.00			
E 31	KSNV	10/10/12	10/10/12	Wed PR 10-11p Wednesday Prime 10-11pm	CM	10-11pm	--W----	:30	1	\$1,400.003	0.00	NM		1	\$1,400.00
CHICAGO FIRE															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
				Week: 10/08/12	10/14/12	--W-----		1		\$1,400.00		0.00			
E 34	KSNV	10/15/12	10/15/12	The Tonight Show Tonight Show	CM	1135p-1237a	M-----	:30	2	\$500.001	0.00	NM		2	\$1,000.00
TON SHOW															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
				Week: 10/15/12	10/21/12	M-----		2		\$500.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>				<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Rtg</u>	<u>Type</u>			
				1	KSNV	10/15/12-10/21/12	The Tonight Show			1135p-1237a			M-----	:30	(\$500.00)
See MG 34.3,34.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE															
2	KSNV	10/15/12-10/21/12	The Tonight Show	1135p-1237a				M-----	:30	(\$500.00)	0.00	NM			
				See MG 34.3,34.4 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
3	KSNV	10/15/12-10/15/12	The Tonight Show	1135p-1237a				M-----	:30	\$500.00	0.00	NM			
				MG for 34.2,34.1 [Revised Rate to Reinstate]											
4	KSNV	10/15/12-10/15/12	The Tonight Show	1135p-1237a				M-----	:30	\$500.00	0.00	NM			
				MG for 34.2,34.1 [Revised Rate to Reinstate]											
E 35	KSNV	10/09/12	10/12/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$500.001	0.00	NM		8	\$4,000.00
TON SHOW															
				<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
				Week: 10/08/12	10/14/12	-TWTF--		8		\$500.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 35	KSNV	10/09/12	10/12/12	The Tonight Show Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$500.001	0.00	NM		8	\$4,000.00
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week:	10/08/12	10/14/12		-TWTF--		8	\$500.00								
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>									
1	KSNV	10/08/12-10/14/12		The Tonight Show		1135p-1237a									
				See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
2	KSNV	10/08/12-10/14/12		The Tonight Show		1135p-1237a									
				See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
3	KSNV	10/08/12-10/14/12		The Tonight Show		1135p-1237a									
				See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
4	KSNV	10/08/12-10/14/12		The Tonight Show		1135p-1237a									
				See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
5	KSNV	10/08/12-10/14/12		The Tonight Show		1135p-1237a									
				See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
6	KSNV	10/08/12-10/14/12		The Tonight Show		1135p-1237a									
				See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
7	KSNV	10/08/12-10/14/12		The Tonight Show		1135p-1237a									
				See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
8	KSNV	10/08/12-10/14/12		The Tonight Show		1135p-1237a									
				See MG 35.9,35.10,35.11,35.12,35.13,35.14,35.15,35.16											
				[.NOT AVAILABLE RATE] NOT AVAILABLE RATE											
9	KSNV	10/09/12-10/12/12		The Tonight Show		1135p-1237a									
	(M)	MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2													
				[Revised Rate To Reinstate]											
10	KSNV	10/09/12-10/12/12		The Tonight Show		1135p-1237a									
	(M)	MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2													
				[Revised Rate To Reinstate]											
11	KSNV	10/09/12-10/12/12		The Tonight Show		1135p-1237a									
	(M)	MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2													
				[Revised Rate To Reinstate]											
12	KSNV	10/09/12-10/12/12		The Tonight Show		1135p-1237a									
	(M)	MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2													
				[Revised Rate To Reinstate]											
13	KSNV	10/09/12-10/12/12		The Tonight Show		1135p-1237a									
	(M)	MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2													
				[Revised Rate To Reinstate]											
14	KSNV	10/09/12-10/12/12		The Tonight Show		1135p-1237a									
	(M)	MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2													
				[Revised Rate To Reinstate]											
15	KSNV	10/09/12-10/12/12		The Tonight Show		1135p-1237a									
	(M)	MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2													
				[Revised Rate To Reinstate]											
16	KSNV	10/09/12-10/12/12		The Tonight Show		1135p-1237a									
	(M)	MG for 35.7,35.1,35.3,35.4,35.5,35.8,35.6,35.2													
				[Revised Rate To Reinstate]											
E 36	KSNV	10/09/12	10/12/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.003	0.00	NM		4	\$1,700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>								
Week:	10/08/12	10/14/12		-TWTF--		4	\$425.00								
E 37	KSNV	10/15/12	10/15/12	M-F News 3 at Eleven M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.003	0.00	NM		1	\$425.00

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NEWS														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/15/12	10/21/12	M-----	1	\$425.00	0.00									
E 38	KSNV	10/13/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----SS	:30	2	\$400.003	0.00	NM	2	\$800.00
NEWS														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	-----SS	2	\$400.00	0.00									
E 39	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.003	0.00	NM	2	\$450.00
SAT TODAY														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	-----S-	2	\$225.00	0.00									
E 40	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	2	\$150.003	0.00	NM	2	\$300.00
NEWS														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	-----S-	2	\$150.00	0.00									
E 41	KSNV	10/13/12	10/13/12	News 3 Today - SATURDAY	CM	9am-930am	-----S-	:30	1	\$200.003	0.00	NM	1	\$200.00
NEWS														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	-----S-	1	\$200.00	0.00									
E 42	KSNV	10/14/12	10/14/12	Sunday Today	CM	7a-8am	-----S	:30	2	\$350.003	0.00	NM	2	\$700.00
SUN TODAY														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	-----S	2	\$350.00	0.00									
E 43	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.003	0.00	NM	1	\$550.00
SNL														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	-----S-	1	\$550.00	0.00									
N 44	KSNV	10/09/12	10/12/12	M-F Early News	CM	5-630p	-TWTF--	:30	2	\$1,200.001	0.00	NM	2	\$2,400.00
NEWS														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	-TWTF--	2	\$1,200.00	0.00									
N 45	KSNV	10/09/12	10/12/12	Late Night w/Fallon	CM	1237a-136am	-TWTF--	:30	2	\$250.001	0.00	NM	2	\$500.00
FALLON														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	-TWTF--	2	\$250.00	0.00									
N 46	KSNV	10/09/12	10/12/12	The Agenda 1230pm	CM	1230-1p	-TWTF--	:30	4	\$325.001	0.00	NM	4	\$1,300.00
Start Date														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	-TWTF--	4	\$325.00	0.00									
N 47	KSNV	10/15/12	10/15/12	The Agenda 1230pm	CM	1230-1p	M-----	:30	1	\$325.001	0.00	NM	1	\$325.00
Start Date														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/15/12	10/21/12	M-----	1	\$325.00	0.00									
N 48	KSNV	10/10/12	10/12/12	M-F Jeop/Wheel	CM	630-730pm	--W-F--	:30	2	\$1,300.001	0.00	NM	2	\$2,600.00
Start Date														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	--W-F--	2	\$1,300.00	0.00									
N 49	KSNV	10/10/12	10/12/12	The Agenda 1230pm	CM	1230-1p	--WTF--	:30	1	\$325.001	0.00	NM	1	\$325.00
Start Date														
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating									
Week: 10/08/12	10/14/12	--WTF--	1	\$325.00	0.00									
N 50	KSNV	10/10/12	10/12/12	Late Night w/Fallon	CM	1236a-136am	--WTF--	:30	2	\$250.001	0.00	NM	2	\$500.00

Order / Rev: 103615
 Alt Order #: 06830030
 Flight Dates: 10/09/12 - 10/15/12

Advertiser: Berkley, Shelley for Senate
 Product Desc: BERKLEY FOR SENATE
 Estimate: 30S

KSNV

Ln	Ch	Start	End	Inventory Code Late Night w/Fallon	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/08/12	10/14/12	--WTF--		2	\$250.00		0.00						
														Totals	114 \$43,975.00